

ORDER



| | | | |
|-------------------|----------------------|-------------------------------------|---|
| Orders | Order / Rev: | <u>719588 - 1</u> |  |
| | Alt Order #: | <u>06359240</u> | |
| | Product Desc: | <u>OBAMA SCHED C</u> | |
| | Estimate: | <u>1897 C</u> | |
| | Flight Dates: | <u>10/09/12 - 10/15/12</u> | Primary AE: |
| | Original Date / Rev: | <u>10/01/12 / 10/10/12</u> | Sales Office: |
| | Order Type: | <u>Political</u> | Sales Region: |
| Agency | Name: | <u>Greer Margolis Mitchell/ Pol</u> | |
| | Buying Contact: | <u>K Keuleman</u> | Billing Type: |
| | Billing Contact: | <u>3050 K St NW</u> | Billing Calendar: |
| | | <u>Washington, DC 20007</u> | Billing Cycle: |
| | | | Agency Commission: |
| Advertiser | Name: | <u>Obama/D/President</u> | |
| | Demographic: | <u>A35+</u> | New Business Thru: |
| | Product Codes: | <u>PL-Presidential</u> | Order Separation: |
| | Priority: | <u>P-3</u> | Advertiser External ID: |
| | Revenue Codes: | <u>AGY, GEN, POL</u> | Agency External ID: |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|-------------|--------------|---------|--------------|-------------|--------|
| 10/08/12 | 10/14/12 | 36 | \$61,600.00 | \$52,360.00 | October 2012 | 47 | \$68,650.00 | \$58,352.50 | 0.00 |
| 10/15/12 | 10/21/12 | 11 | \$7,050.00 | \$5,992.50 | Totals | 47 | \$68,650.00 | \$58,352.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe | | | Start Of Order - End Of Order | 100% |

Aaron Ashe Start Of Order - End Of Order 100%

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------------|-----------|-------------------|----------|--------------------|------|-------------------|-----------------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| 1 | WTSP | 10/09/12 | 10/15/12 | Letterman | | CM | 1135p-1237a | MTWTF-- | :30 | 4 | \$700.00 | P-3 | 0.00 | NM | 4 | \$2,800.00 |
| Late Night with David Letterman | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/09/12 | | 10/15/12 | | MTWTF-- | | 4 | | \$700.00 | | 0.00 | | | | | | |
| 2 | WTSP | 10/09/12 | 10/15/12 | Price Is Right | | CM | 11a-12p | MTWTF-- | :30 | 3 | \$900.00 | P-3 | 0.00 | NM | 3 | \$2,700.00 |
| Price Is Right | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/09/12 | | 10/15/12 | | MTWTF-- | | 3 | | \$900.00 | | 0.00 | | | | | | |
| 3 | WTSP | 10/09/12 | 10/15/12 | Y&R | | CM | 1230-130p | MTWTF-- | :30 | 3 | \$1,100.00 | P-3 | 0.00 | NM | 3 | \$3,300.00 |
| Young and the Restless | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/09/12 | | 10/15/12 | | MTWTF-- | | 3 | | \$1,100.00 | | 0.00 | | | | | | |
| 4 | WTSP | 10/09/12 | 10/15/12 | M-F 12-1230p | | CM | 12-1230p | MTWTF-- | :30 | 4 | \$900.00 | P-3 | 0.00 | NM | 4 | \$3,600.00 |
| 10 News @ Noon | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/09/12 | | 10/15/12 | | MTWTF-- | | 4 | | \$900.00 | | 0.00 | | | | | | |
| E 5 | WTSP | 10/09/12 | 10/15/12 | B&B | | CM | 130-2p | MTWTF-- | :30 | 3 | \$1,100.00 | P-3 | 0.00 | NM | 2 | \$2,200.00 |
| Bold and Beautiful | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/09/12 | | 10/15/12 | | MTWTF-- | | 3 | | \$1,100.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | | <u>Start/End Time</u> | | | | | | | | | |
| 3 | WTSP | 10/09/12-10/15/12 | | B&B | | | 130-2p | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| <i>Credited</i> | | | | | | | | | | | | | | | | |
| 6 | WTSP | 10/09/12 | 10/15/12 | | | CM | 4-5p | MTWTF-- | :30 | 5 | \$800.00 | P-3 | 0.00 | NM | 5 | \$4,000.00 |

Order / Rev: 719588 - 1
Alt Order #: 06359240
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President
Product Desc: OBAMA SCHED C
Estimate: 1897 C

WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--|-------|---------------------------|----------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| | | | | M-F 4-5p Dr. Phil | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | | \$800.00 | | 0.00 | | | |
| 7 | WTSP | 10/09/12 | 10/15/12 | M-F 5-530p 5-530p 10 News | CM | 5-530p | MTWTF-- | :30 | 5 | \$550.00 | P-3 | 0.00 | NM | 5 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 5 | | | | \$550.00 | | 0.00 | | | |
| 8 | WTSP | 10/09/12 | 10/12/12 | CBS Evening News CBS Evening News | CM | 630-7p | - TWTF-- | :30 | 3 | \$1,000.00 | P-3 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | - TWTF-- | | 3 | | | | \$1,000.00 | | 0.00 | | | |
| 9 | WTSP | 10/09/12 | 10/15/12 | CBS This Morning CBS This Morning | CM | 7-9a (7:00 AM-8:00 AM) | MTWTF-- | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 3 | | | | \$400.00 | | 0.00 | | | |
| 10 | WTSP | 10/09/12 | 10/15/12 | CBS This Morning CBS This Morning | CM | 7-9a (8:00 AM-9:00 AM) | MTWTF-- | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 3 | | | | \$400.00 | | 0.00 | | | |
| 11 | WTSP | 10/09/12 | 10/15/12 | M-F 9-930a 10 News, 9a@M 10 News, 9am | CM | 9-9:30A | MTWTF-- | :30 | 3 | \$200.00 | P-3 | 0.00 | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/09/12 | 10/15/12 | MTWTF-- | | 3 | | | | \$200.00 | | 0.00 | | | |
| 12 | WTSP | 10/12/12 | 10/12/12 | Fri Prime C Blue Bloods | CM | Fri 10-11p | -----F-- | :30 | 1 | \$6,000.00 | P-3 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----F-- | | 1 | | | | \$6,000.00 | | 0.00 | | | |
| 13 | WTSP | 10/12/12 | 10/12/12 | Fri Prime A CSI: NY | CM | Fri 8-9p | -----F-- | :30 | 1 | \$6,000.00 | P-3 | 0.00 | NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----F-- | | 1 | | | | \$6,000.00 | | 0.00 | | | |
| 14 | WTSP | 10/09/12 | 10/12/12 | CBS This Morning CBS This Morning | CM | 7-9a | - TWTF-- | :30 | 1 | \$400.00 | P-3 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | - TWTF-- | | 1 | | | | \$400.00 | | 0.00 | | | |
| 15 | WTSP | 10/14/12 | 10/14/12 | LN (Su) Late News (Su) | CM | Su 11-1135p | -----S | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| 16 | WTSP | 10/14/12 | 10/14/12 | Sun Prime C The Good Wife | CM | Sun 9-10p | -----S | :30 | 1 | \$7,000.00 | P-3 | 0.00 | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$7,000.00 | | 0.00 | | | |
| 17 | WTSP | 10/09/12 | 10/09/12 | Tue Prime B NCIS: Los Angeles | CM | Tue 9-10p | -T----- | :30 | 1 | \$9,000.00 | P-3 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -T----- | | 1 | | | | \$9,000.00 | | 0.00 | | | |
| 18 | WTSP | 10/10/12 | 10/10/12 | Wed Prime B Criminal Minds | CM | Wed 9-10p | --W---- | :30 | 1 | \$10,000.00 | P-3 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --W---- | | 1 | | | | \$10,000.00 | | 0.00 | | | |
| N19 | WTSP | 10/15/12 | 10/15/12 | LN (M-F) LN (M-F) | CM | M-F 11-1135p | M----- | :30 | 1 | \$1,000.00 | P-4 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| N20 | WTSP | 10/15/12 | 10/15/12 | 10 News Replay 10 News Replay | CM | M-F 207-242x | M----- | :30 | 1 | \$100.00 | P-4 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | 1 | | | | \$100.00 | | 0.00 | | | |

Order / Rev: 719588 - 1
Alt Order #: 06359240
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President
Product Desc: OBAMA SCHED C
Estimate: 1897 C

WTSP-TV

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | | | | |
|-------------------|------|-----------------|----------|-----------------|--------|-------------------|----------------|-------------|---------------|-------|----------|---------------|------|------|-------------|----------|--|--|--|--|--|--|--|
| N20 | WTSP | 10/15/12 | 10/15/12 | 10 News | Replay | CM | M-F 207-242x | M----- | :30 | 1 | \$100.00 | P-4 | 0.00 | NM | 1 | \$100.00 | | | | | | | |
| <hr/> | | | | | | | | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | |
| Week: 10/15/12 | | 10/21/12 | | M----- | | 1 | | \$100.00 | 0.00 | | | | | | | | | | | | | | |
| <hr/> | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | <u>Totals</u> | | 47 | \$68,650.00 | | | | | | | | |